

# JERRY VIDAL

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## PROFESSIONAL PROFILE

Collections / Finance / Marketing / Sales / Customer Service / Client Relations  
Special Strengths in Office Management / Administration / Computer

High-energy and self-motivated individual with a broad range of hands-on Collection and People talents. Proven recovery ability and multi-tasking in a fast-paced environment with attention to detail and follow-through. Proactive in assuming new challenges to successfully promote company goals. Reputation as a team player who is resourceful and diplomatic in establishing and nurturing key relationships. Versatile in many forms of Collections from Legal, Commercial, Government Student Loans, Consumer and Deficiencies.

### —Core Competencies/Expertise—

Collections • Sales • Marketing • Computers • Customer Service •  
Strategic Business Planning • Project Management • Client & Vendor Relations • Multi-Tasking  
• Administration • Computer Expertise

## PROFESIONAL EXPERIENCE

**Sr Collections Specialist** - A/R Housing Services - 2006 to Present  
- UCLA (University of California Los Angeles) Los Angeles, CA

Senior Collections Representative. Under the general direction of the Assistant Director of Housing Services, providing Student support and project deadline tracking/analysis to the Housing Services Managers. Major responsibilities include answering Student billing and general housing questions and inquiries via phones and email. Calendaring follow traces, creating and maintaining both electronic and manual files, tracking and completing projects related to Housing Services operations and effectively monitoring deadlines for the Associate and Assistant Directors, in order to ensure projects are completed in a timely manner. Additional responsibilities include exercising authority to collect and provide information to resolve issues, aiding with audit of all Housing Services project budgets, updating training manuals for Housing Services, and aiding in the development of departmental reports and statistical analysis for Senior Management, as well as Business and Administrative Services Senior Management. Excersising ability to work effectively with staff and maintain on-going cooperative relationships with campus clients and a diversified public. Working independently with no direct supervision, highly organized, with deadline sensitive, and an expert in multitasking goals.

\*Worked Microsoft Suite products, CS Housing, Right-Now email systems.

\* Maintained confidential financial and personnel information

\*Skill in speaking concisely and logically, using grammatically correct language to convey information and explain policies and procedures in a professional manner.

\*Processing Mail - Apartment and On Campus rent, payments and miscellaneous charges

\*Skill in typing with speed and accuracy and operating a 10-key adding machine by touch is essential

\*Working knowledge of basic accounting and collections practices and principles, internal cash and mail handling.

\*Experience using computerized billing and accounting software.

\*Auditing Reports - Payment Agreements, Housing Applications, Housing Offer Acceptances.

\*Skill in analyzing operating procedures and recommending necessary changes consistent with accepted accounting practices.

\*Billing Calculations and prorations, with Housing Apartment and Roommate transfers, Meal Plan upgrade and downgrades and the Processing of 3 Day Notices to Pay or Quit.

**Sr Collections Specialist - 2005 to 2006**  
Ames Financial Corp., Los Angeles, CA

Senior Collections Representative. Contacting and Skip Tracing, company owned Home Mortgage Loans in the Special Assets Dept. Collecting and preparing for Foreclosure, 30-120 Day past due Mortgage Loans. Reversing mispostings, RPA's, Refinancing and Financial counseling Borrowers, with an effort in maintaining the Company Loans. A med to firm approach ensuring a continued customer relationship.

- Was the top 3 Collector in the first month.
- Hired in the Early Intervention Dept and promoted to Special Assets in the first week of employment.

**Collections Specialist - 2004 to 2005**  
Allied Collections, Inc, Van Nuys, CA

Top Senior Collections Representative. Contacting and Skip Tracing Commercial and Consumer Debtors with over due and past due Medical Billing, Credit Card, Service Contracts and Bad Checks, to name a few. A med to firm approach ensured a continued, Top Collector monthly status generating a 20k/Mo. plus recovery rate.

- Was the top Collector of the month. Handled over 2600 accounts on a monthly basis, consistently exceeding company goals.

**Collections Specialist - 2003 to 2004**  
NEW AVENUE INDUSTRIES, Van Nuys, CA

Represented a top industry, school supplies company, as an "In House" Collector, resolving outstanding Commercial accounts. A low aggressive collection approach to maintaining customer relations, enabled continued business & a high recovery rate.

- Was the top Collector of the month. Handled over 2500 accounts on a monthly basis, consistently exceeding company goals.

**Collections Specialist - 2002 to 2003**  
METROPOLITAN ADJUSTMENT BUREAU, Woodland Hills, CA

Represented major Credit institutions in resolving outstanding Commercial accounts. Provided financial counseling to clients and processed legal resolutions, enabling repayment of outstanding balances.

- Was the #2 top Collector the first month. Handled over 2000 accounts on a monthly basis, consistently exceeding company goals.
- Was the #2 top Collector the first month.

**Collections Representative - 2001 to 2002**  
COMMERCIAL CHECK CONTROL, Los Angeles, CA

Represented major Retail institutions in resolving outstanding accounts. Provided financial counseling to clients, enabling repayment of outstanding balances.

- Handled over 2000 accounts on a monthly basis, consistently exceeding company goals.
- Received awards and bonuses for achieving goals each month.

**Office Manager - 2000 to 2001**  
DRUM DOCTORS, North Hollywood/CA

Managed wide range of day-to-day operating and marketing activities, including scheduling and supervising staff of 10, for the leading company in sales, production, rentals and repairs of drum equipment.

Led sales and marketing efforts, organized and streamlined rental and maintenance operations, processed work orders and invoices, managed accounts receivable and collections, upgraded and maintained data management, maintained supplies and equipment.

- Prospected for new business and closed pending deals, doubling company income within first three months.
- Updated company image and press package; distributed to thousands of prospects and existing customers. Designed ads and slogans as well as company letterhead, fax covers, invoices, and other stationary to a more professional image. Mass marketed post cards and holiday gifts to increase company visibility.
- Cultivated and managed client relationships.
- Devised a marketing strategy in response to the "911" attack.
- Streamlined billing process, improving cash flow. Collected 90% of all past due accounts.

**Marketing & Development Consultant • 1999 to 2000**  
**DELICIOUS VINYL RECORDS, Los Angeles, CA**

Recruited by independent record label president to assist in marketing and promoting new artist from UK. Label was a pioneer in Hip Hop and has sold millions of records worldwide, capturing platinum and gold records. Interacted directly with musicians, artists, club bookers, agents, magazine reporters, radio music and program directors, PR agents, disc jockeys, event coordinators, etc, to gain visibility and capture market share.

- Identified foreign act and successfully promoted to numerous industry facets, capturing recognition that led to major record company distribution within six months.
- Developed marketing strategies and prospected, increasing show audiences, obtaining college and commercial radio spots and promotions, and creating merchandising items. Increased website visits and fan mail by 80%.
- significant cost savings by negotiating favor exchanges and bartering agreements.
- Directly instrumental in enabling company to recoup financial investments over 18-month period.

**Previous Experience—Freelance Work in Music Industry**

Gained diverse experience in Music Industry through freelance work encompassing artist development, production, touring, bookings, and promotions. Pursued concurrent and part-time opportunities in graphic arts, sales and customer services. (Details available upon request).

**EDUCATION**

\***LOS ANGELES VALLEY COLLEGE**, Valley Glen, CA; Business Major

\***GROVE SCHOOL OF MUSIC**, Van Nuys, CA; Diploma in Music Business Studies

**COMPUTER SKILLS**

**Hardware:**

IBM/PC and Macintosh, Microsoft 2000, XP, Gateway, Intel, and Installation.

**Operating Systems:**

Tiger, CUB, Mac OSX, Windows 2000 & XP

**Software Applications:**

CS Housing, Right Now, Oasis, Fiserv Mortgage Serv, AgentView, AgentLink Client 4.0.200.0527, Cinergistic and Ensemble Pro 60.2.23 Dialer systems, Kronos Work Force Central, Fasttrieve, Merlin, Info & Disc, Email Client, Office 2000 (Word, Excel, Access, Outlook/Express-email, Power Point, Illustrator and Publisher), Act!, File Maker Pro, Palm Vx, Quick Books, Peachtree, Microsoft Money, Win Fax Pro, Microsoft Works, Adobe Acrobat, WinZip, Claris E-mail, Nero Burning Rom, First Class, Netscape Navigator, Microsoft Explorer, AOL, Norton Utilities, Win Poet and Norton Firewall.

**Multi Media:**

HTML, Page Mill, Front Page, Page Builder, Adobe Photoshop, Adobe Illustrator, Freeway, Quark Express, Nikon and Color Scan photo and film Scanners, Win Media, Win Amp, Audio Grabber, Bear Share, Beam it, Sound Edit 16, Sound Automator, Sound Forge, Pro Tools, Toast, Real players, Quick Time Players & Macromedia Director.

**Other Technical Abilities:**

2-32 Analog and Digital Recording and Mixing  
Consoles, DJ Gear, WIZYWIG and Varilight Lighting Boards, Click Tracks & Sequencing, MIDI, Drum Machine Programming, & Triggering.

Member, Percussive Arts Society